

The background is a vibrant orange color. It features several abstract shapes: a large black circle on the left, a large white circle on the right, and a smaller orange circle at the bottom right. A black speech bubble tail points from the large black circle towards the top right. The text "social > media" is centered in the lower half of the image.

social > media

I only have 15 minutes, so this will go fast





**Social media =
the online tools that people use to
create, share and connect with
each other**




Social media is
creating relevant *conversation*



Social media is
and building *community*



**Social media is a
conversation that
takes place online**



Social media is **a shift in how** people
discover, read and share, news
information and content



Social media is transparent, open,
dynamic and authentic



Social > **media**



The rules of social media
are not defined

And there are many things for us to think about

compliance

Balance enterprise needs vs ease and accessibility of web tools

public face

User-generated posts can remain available for yeras all over the web

security

Ensure security without stifling creativity and communication

transparency

Inaccuracies are quickly found and spread; biased information propogation

empowerment

Employees can get info they need and take action

behavior

Sharing of inappropriate or sensive information

Social / cultural sensitivities

regulation

Restrictions such as ITAR



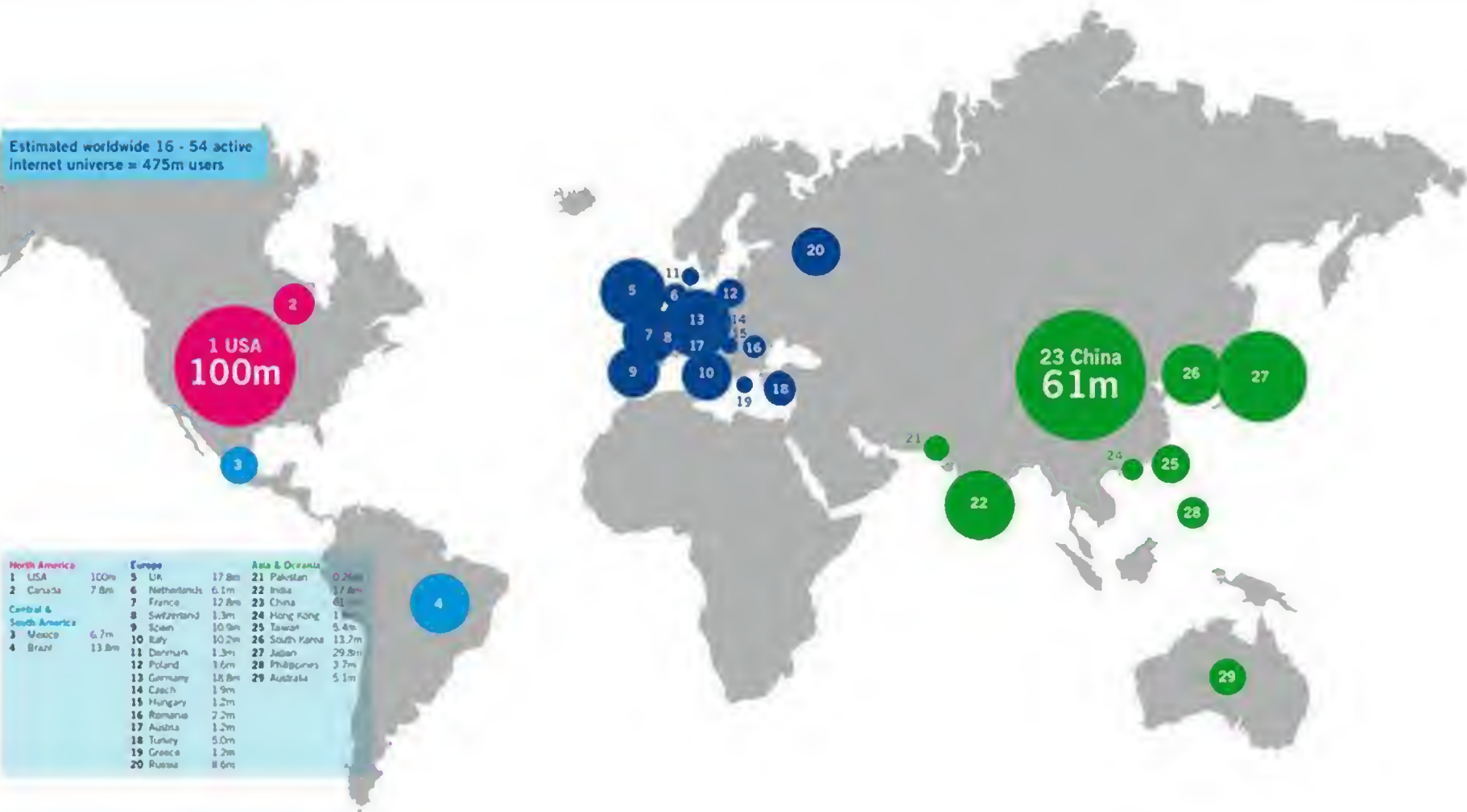


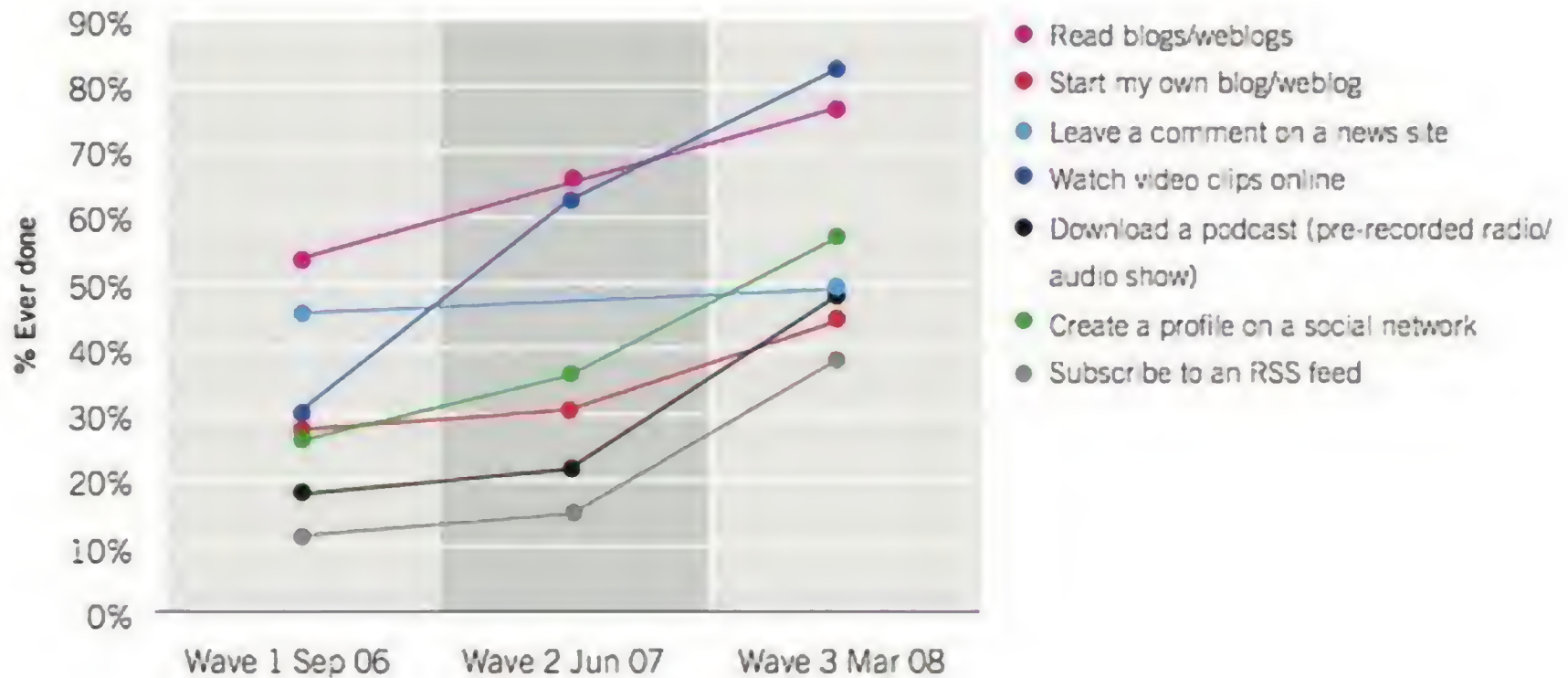
The conversation is global

Estimated worldwide internet universe

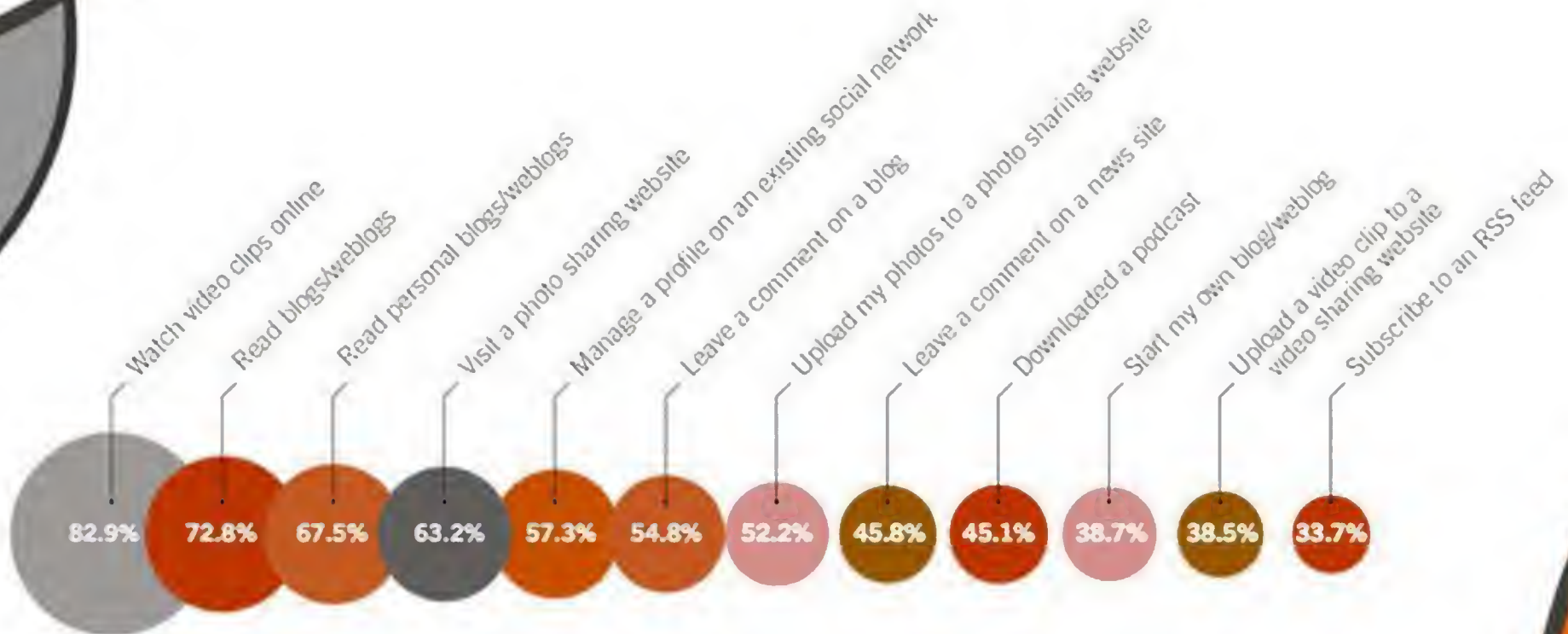
Estimated worldwide 16 - 54 active internet universe = 475m users

North America		Europe		Asia & Oceania	
1 USA	100m	5 UK	17.8m	21 Pakistan	0.2m
2 Canada	7.8m	6 Netherlands	6.1m	22 India	1.7m
Central & South America		7 France	17.8m	23 China	61m
3 Mexico	6.7m	8 Switzerland	1.3m	24 Hong Kong	1m
4 Brazil	13.8m	9 Spain	10.9m	25 Taiwan	5.4m
		10 Italy	10.2m	26 South Korea	13.7m
		11 Denmark	1.3m	27 Japan	29.8m
		12 Poland	1.6m	28 Philippines	3.7m
		13 Germany	18.8m	29 Australia	5.1m
		14 Czech	1.9m		
		15 Hungary	1.2m		
		16 Romania	2.2m		
		17 Austria	1.2m		
		18 Turkey	5.0m		
		19 Greece	1.2m		
		20 Russia	11.6m		



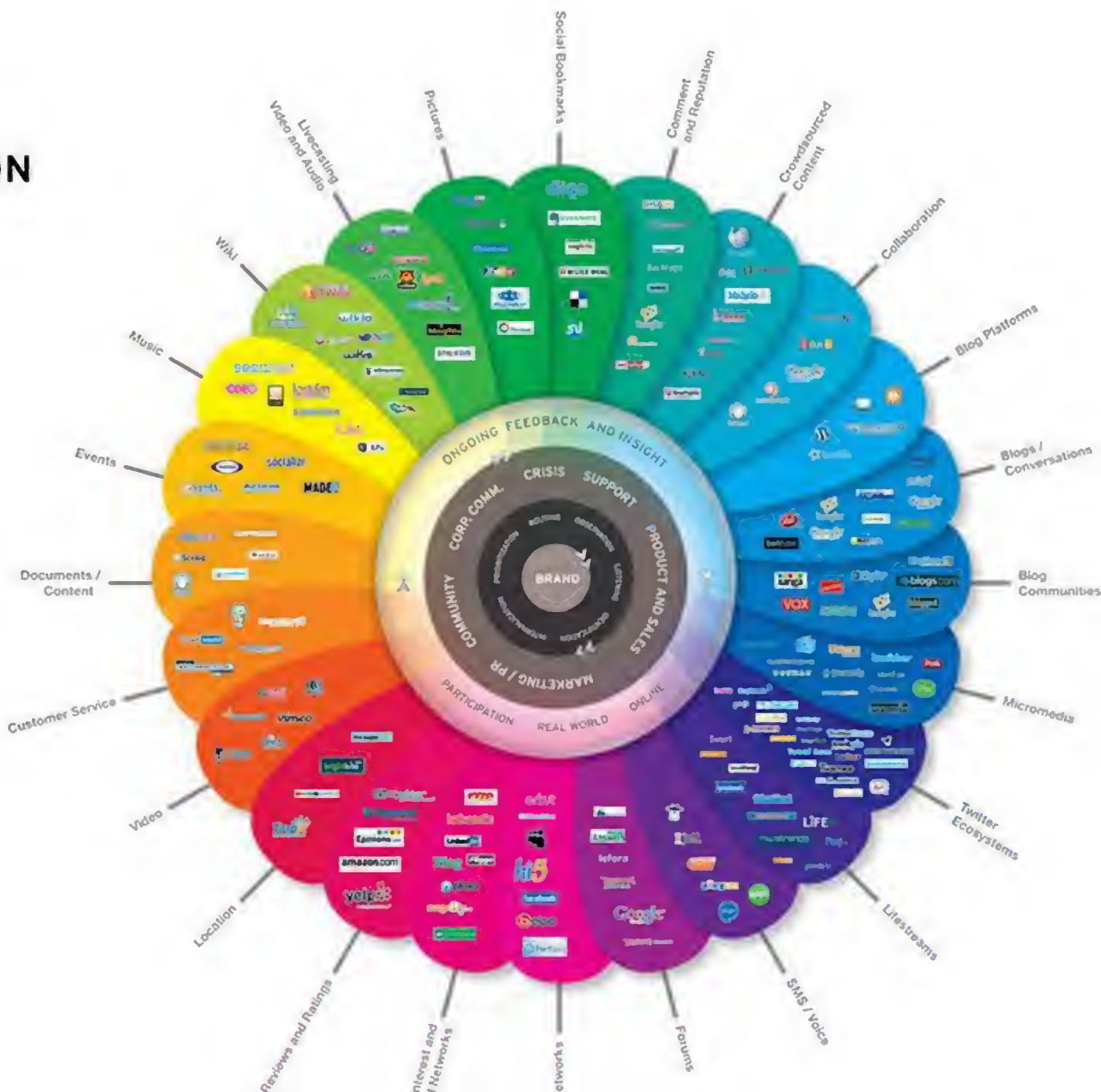


What people are doing online

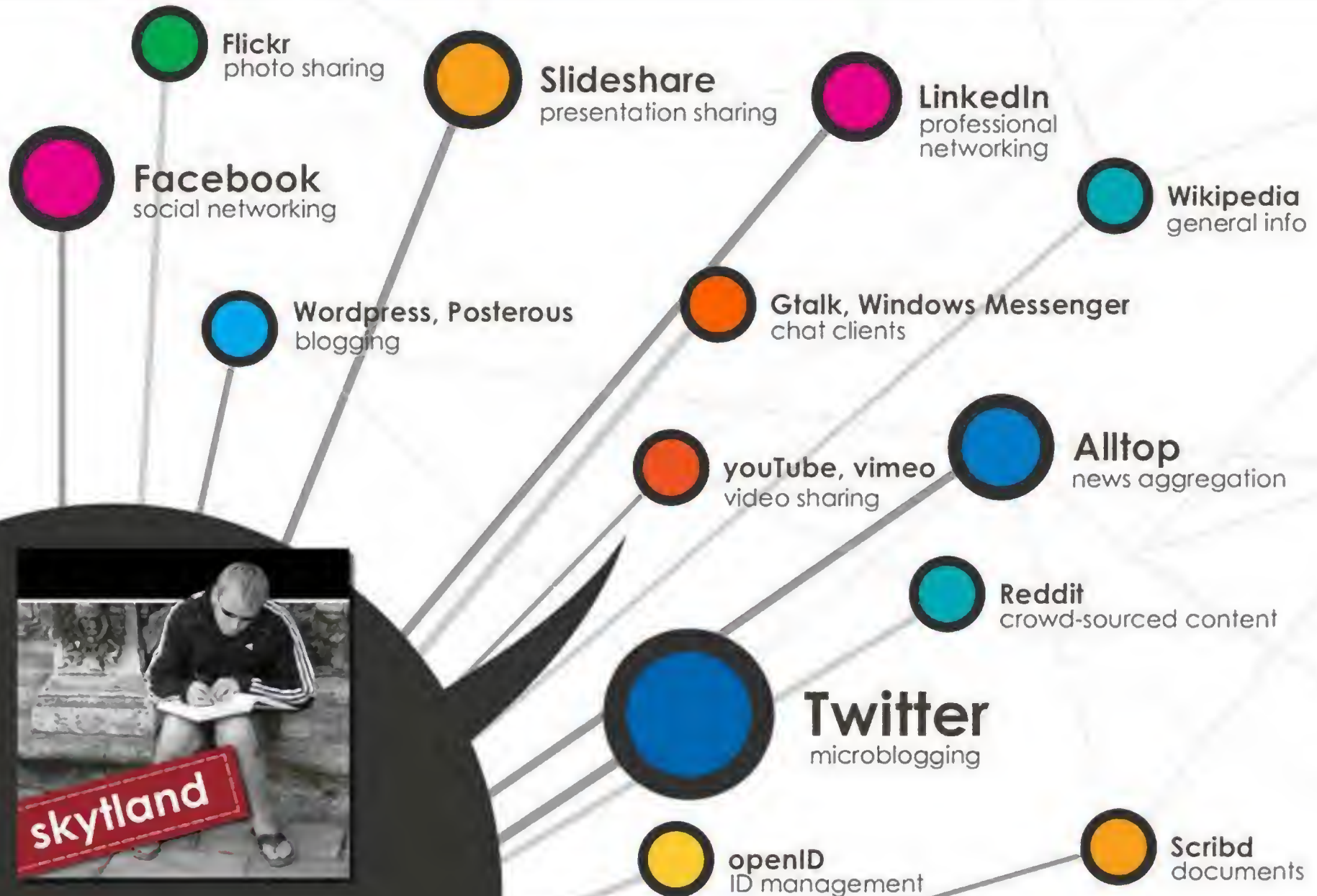




THE CONVERSATION PRISM



My social media touchpoints



Why should we care?

#1 social media affects how
information is delivered

#2 social media affects how
knowledge is collected and organized

#3 social media affects how
people communicate

#4 social media affects how
people collaborate

a few ^ examples of

the value of social media



Working on a presentation about "web 2.0 and social media" for internal NASA. Anything you want me to tell them?

2:26 PM May 4th from twhir!



LetsTryScience @skyland don't let the (social) media be the message. Remind us why NASA is cool.

about 8 hours ago from twitterrific in reply to skyland



erikhess @skyland social media- more astronauts on it talking about what NASA is doing/upcoming missions. They are your rock stars, need visibility!

about 16 hours ago from TweetDeck in reply to skyland



fiercekf @skyland use it to tell the story of spaceflight, past present and future; let it show those who do it as human not superhumans

about 16 hours ago from web in reply to skyland



msengupta @skyland be flexible and think openly about its applications in day-to-day jobs..don't use it, just to use it.

about 16 hours ago from TwitterFon in reply to skyland

skyland I know what you mean. It's hard not to overuse it. The old model for Media

o skyland

way to get more people to make NASA more

skyland

conversation is awesome!

that they understand that the you can dump on. It's more like a

atter in reply to skyland

govfresh
government 2.0

Live feeds

Executive
White House
Judicial
Supreme Court
Legislative
House
Law Revision
Counsel
Library of Congress
Senate
Departments
Agriculture
Defense
Education
Energy
Homeland Security
Labor
State
Veterans

NASA 2.0

Live feed of official NASA news.

YouTube

Expedition 19 In Flight Event 5 5 09



10 hours ago - Comment

Twitter

"Image of the Day: Shepard Completes His Mission: On May 5, 1961, NASA astronaut Alan Shepard piloted the first U.S. manned space flight, http://tinyurl.com/col7a5"

18 hours ago - Comment

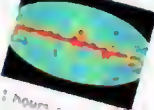
Twitter

"NASA scientists head to Greenland & Iceland with new airborne radars to monitor flowing ice sheets and glaciers. http://tr.im/kypg"

10 hours ago - Comment

YouTube

Herschel and Planck Share Ride to Space



22 hours ago

Share this

Subscribe & Follow

About

Govfresh is a live feed of official news from U.S. Government Twitter, YouTube, RSS, Facebook, Flickr accounts and more, all in one place.

Connect

- FriendFeed
- Twitter

Alerts

Email address:

Buzz

govfresh Twitter

Subscribe

knowledge and data management

SOURCEFORGE.NET®

Find and Build Open Source Software

Find Software
Browse through thousands of software titles by category

What is Downloads
1,333,96

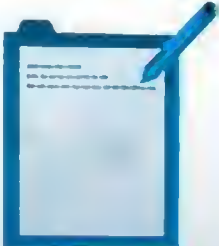
Code Comm
4,423

Forum Posts
1,046


Track
543

PBWORKS


Make your team vastly more productive
Choose a hosted collaboration solution from PBworks



Create your workspace



Work more efficiently



Achieve better results

New Users
[Get Started](#)

PBworks Users
[Sign In](#)

Have a Question?
US: (866) 945-4463
International: +1 (415) 963-4369
sales@pbworks.com

NASA National Aeronautics and Space Administration

Welcome

Projects Blog New Project

NASA Team Collaboration

Search

Enter search text...

Search Advanced Search

Projects

[Show my projects] [Show favorite projects]

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All

Total Projects: 52

Name

PBwiki is now PBworks!
Why the change? >

Sign up Log in Get Help

Solutions Features Webinars Customers Press Services

transparency

openNASA

A collaborative experiment in open communication about your space program.

HOME

ABOUT

CONTRIBUTE

FILES

DISCLAIMER

YOUR IDEAS

SEARCH

30 APR 2009



Richard
6

Shaping the NASA workforce for 2020

As a participant in the April 2008 Strategic Management Council (SMC) meeting that first explicitly discussed the issue of "generations" and NASA, I wanted to add some new material some recent discussion in this space and elsewhere about our workforce. I thought it would be particularly timely, considering Nick Skytland's recent posting of an internal NASA email about recent NASA Strategic Management Council decision to target-hire younger workers, and, the recent posts on NASAWatch about the state of the Federal workforce. Many of the comments that followed on that website requested some data - data about NASA and the contractor workforce. To that end there are two attachments to read in support of this posting.

First is a paper written by me and my NASA HQ colleague Garth Henning. It was first drafted in 2006 and was updated in 2008 in advance of the aforementioned April '08 SMC. That paper, titled **"The State of the Next Generation of Explorers,"** can be found [here](#) at OpenNASA. In the rest of this post I refer to this paper as "the white paper" for simplicity. The white paper gives some details about NASA's demographic history; suggests that paying attention to the combined issues of age and generational differences is worth some detailed attention; discusses what NASA "does" and how that has changed over time; discusses NASA's relationship with industry now and over time; raises the question of future NASA success; and then suggests different paths forward for NASA as ways to address this demographic issue.

May 5

11:48am

Image of the Day: Shepard Completes His Mission: On May 5, 1961, NASA astronaut Alan Shepard pl...
<http://tinyurl.com/col7a5>

10:54am

NASA scientists head to Greenland & Iceland with new airborne radars to monitor flowing ice sheets and glaciers. <http://tr.im/kygo>

10:46am

Comment on Shaping the NASA workforce for 2020 by Id

10:30am

NASA Officials To Preview Start Of Six-Person Crew On Space Station: NASA will discuss the inauguration of six-p...
<http://tinyurl.com/c46xvz>

10:30am

Herschel and Planck Missions to Study Cosmos Share Ride to Space: Two missions to study the cosmos, the Herschel...
<http://tinyurl.com/c9qumc>

10:08am

Herschel and Planck is coming...
<http://tinyurl.com/cpmxos>

9:21am

Astronaut Alan Shepard made space history 48 years ago in Freedom 7
<http://vimeo.com/4489209> and <http://tr.im/xxDL>

NASA Invites High School Students to Apply for Inspi...

feedback

networking



Over 35 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

[Home](#) | [What is LinkedIn?](#) | [Join Today](#) | [Sign In](#)

Language ▾

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters



visibility

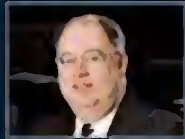
Whoa, so much sadness about the heater turning off. Thx, and I hope to hang on several more weeks so you will be hearing more from me -) 10:00 PM Oct 10, 2008

Many questions about next Martian summer and will I wake up? It is beyond expectations. But if it happens you'll be among the 1st to know 9:20 AM Oct 10, 2008

A fun contest to write an epitaph for me: <http://tinyurl.com/6ycx82>. Picking my favorite. LOL! 11:04 AM Oct 10, 2008

Take care of that beautiful blue marble out there in space, our home planet. I'll be keeping an eye from here. Space exploration FTW! 11:09 AM Oct 10, 2008

Featured Blog



Wayne Hale

Getting Myself Fired

In 1985 I was a Propulsion Systems Officer in the Space Shuttle Mission Control team. I was responsible for the reaction control system that was absolutely vital to orient the space shuttle outside the atmosphere, and for the orbital maneuvering system which provides the final push to get the orbiter into orbit and the deorbit burn to come home.

NASA OUT AND ABOUT

- NASA 360
- Do-It-Yourself Podcast
- NASA EDGE
- FIRST Robotics Team 1868
- Great Moonbuggy Race Blog

Archived Blogs

NASA PEOPLE

- Ames CIO Chris C. Kemp
- Goddard CIO Linda Cureton
- Joel Walker's Blog
- Wayne Hale's Blog

Archived Blogs

Latest Post

The CM-LAS and the Birdcage

Posted 19 hours ago by Dan Kanigan

Ares I-X hardware has the best nicknames.

NASA MISSIONS

- Ares I-X Test Flight
- Constellation
- GLAST
- Kepler
- Mission to Hubble

Archived Blogs

CENTER BLOGS

- JSC Advanced Planning Office
- Michoud Assembly Facility

Recent postings

- The CM-LAS and the Birdcage
Posted 19 hours ago by Dan Kanigan
- NASA EDGE: LRO and LOROS
Posted 22 hours ago by NASA EDGE
- Above the Dödeland: Final Thoughts From Team Germany
Posted 1 day ago by Angela Storey
- Spring is Busy With Activity as Transition Continues at Michoud
Posted 1 day ago by Angela Storey
- What's IT Got to Do With It?
Posted 2 days ago by Linda Cureton
- Into the Blue (Foam Walls)
Posted 4 days ago by Constellation
- Getting Locked and Loaded and Ready to Roll
Posted 4 days ago by Dan Kanigan
- Fitness Topic Module Offers Opportunity for Integrated Curricula
Posted 6 days ago by Deana Nunley
- Everyone's a Goofy Co-Host
Posted 6 days ago by NASA EDGE
- The Brains of the Operation
Posted 6 days ago by Dan Kanigan

Recently updated blogs

- Ares I-X Test Flight
- NASA EDGE BLOG
- Great Moonbuggy Race Blog
- Michoud Assembly Facility
- Goddard CIO Blog
- Constellation
- Do-It-Yourself Podcast Blog
- Wayne Hale's Blog
- Joel Walker's Blog

authenticity

collaboration

 HOME NEWS MISSIONS MULTIMEDIA ABOUT NASA COLLABORATE

[Log In To MyNASA](#) | [Sign Up](#)

NASA Home > Collaborate

Collaborate

Collaborate & Connect with NASA

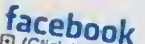
NASA on iTunes
 Subscribe to NASA Audio and Video Podcasts
[> NASA on iTunes](#)

NASA Blogs
NASA leaders, scientists and engineers in their own words
[> NASA Blogs](#)

NASA RSS Feeds
Sign up for the latest news, images and podcasts
[> NASA RSS Feeds](#)

Connect With NASA on Social Networking Sites

 [Twitter](#)
(Click to Expand)

 [facebook](#)
(Click to Expand)

 [LSTREAM](#)
(Click to Expand)

 [myspace](#)
(Click to Expand)

 [YouTube](#)
(Click to Expand)

 [flickr](#)
(Click to Expand)

Note: All of the links above are to external sites outside of www.nasa.gov.

Collaborate with NASA

 [NASA 3D Resources](#)

 [NASA World Wind](#)

 [NASA CoLab](#)

 [ISS EarthKAM](#)

 [Dawn Clickworkers](#)

 [Hubble Clickworkers](#)

 [INSPIRE](#)

 [NASA Vision Workbench](#)

 [Stardust@Home](#)

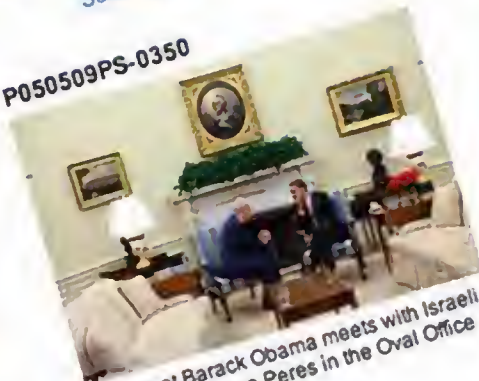
 [My NASA Data](#)

engagement

flickr® Home The Tour Sign Up Explore

The Official White House Photostr
photostream pro
Sets Tags Archives Favorites Profile

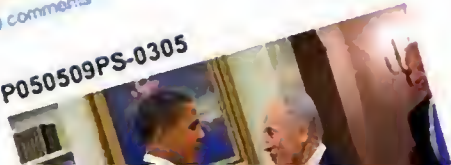
P050509PS-0350



President Barack Obama meets with Israeli President Shimon Peres in the Oval Office Tuesday, May 5.

Some rights reserved
Uploaded on May 5, 2009
30 comments

P050509PS-0305



Astro_Mike

I will be able to twitter from space if I have time. I will email tweets to NASA who'll fwd them. No promises but I will try my best.

12 minutes ago from TwitterBerry

Last night I entered quarantine which means my crew and I are in crew quarters at nasa to keepus away from germ for ou final training week

about 1 hour ago from TwitterBerry

Practicing the install of the new hubble wide field camera which will take really cool space images, unlocking the secrets of the universe

1:14 PM May 4th from TwitterBerry

With just a few days left we practice some of the most difficult stuff - practicing closing the doors on hubble after installing new gyros

12:56 PM May 4th from TwitterBerry

Eating a good luck cake with our training team, lots of people have worked very hard to get us ready

11:11 AM May 4th from TwitterBerry

Going over final stowage and equipment setup so we know where everything is and how to use stuff like exercise bike, galley, toilet, etc

10:56 AM May 4th from TwitterBerry

Our last emergency egress class (how to get out of the shuttle if something bad happens) before launch.

9:08 AM May 4th from TwitterBerry

Enjoying my weekend, last one before entering quarantine, 8 days to launch

- 1 **Communication**
- 2 **Knowledge and Data Sharing**
- 3 **Transparency**
- 4 **Networking**
- 5 **Visibility**
- 6 **Authenticity**
- 7 **Collaboration**
- 8 **Engagement**

final thoughts

listen. connect. engage. be human.
share your story.

The background is a vibrant orange color. It features several abstract shapes: a large black circle on the left, a large white circle on the right, and a smaller orange circle at the bottom right. A black speech bubble tail points from the large black circle towards the top right. The text "social > media" is centered in the lower half of the image.

social > media

credits

2

Inspiration for this presentation came from the 2008 Country Brand Index report,
<http://futurebrand.com>, <http://countrybrandindex.com>

6

Developing a Social Media Plan by Tirza Hollenhorst and Barret Michael,
<http://www.slideshare.net/ifPeople/developing-a-social-media-plan>

11

CIO Leadership in Web2.0 by Charles B Kreitzberg and Anne Pauker,
<http://www.slideshare.net/apauker/cio-summit-business-use-web20-and-social-media>

14

- 17

Social Media Trends by Universal Mccann Comparative Study on Social Media, 2008,
<http://www.universalmccann.com>

18

The Conversation Prism by Brian Solis and JESS3,
<http://www.theconversationprism.com>

26

- 33

Screenshots from respective homepages,
<http://www.govfresh.com>, <http://www.twitter.com>, <http://www.pbworks.com>,
<http://www.opennasa.com>, <http://www.linkedin.com>, <http://www.nasa.gov>,
<http://www.flickr.com>

i

Other insightful presentations on social media

*What the F**k is Social Media*,
<http://www.slideshare.net/mzkagan/what-the-fk-social-media>

101 Ways to Use Social Media by John Evans and Will Gray,
<http://www.slideshare.net/socialmediachallenge/101-ways-to-use-social-media>

Enterprise 2.0 and Social Media by Ideagarden,
<http://www.slideshare.net/jennyatideagarden/enterprise-20-social-media-product-innovation-1062195>